

CLAIMS

1. A computer program embodied on computer-readable medium for creating and defining a psychographic profile of a user to support display of appropriate screen views to the user comprising:

5 an agate data <sup>assembly</sup> ~~portion~~ for providing agate information for display to users;

8 a user profiling member for recording information regarding each user including indications of user responses and physical activity with respect to screen  
10 views during display of said screen views, such that the user profiling member enables creation of a psychographic profile of each user from said recorded information and indications of user responses; and

15 a program controller responsive to user commands of a user for generating screen views to the user, the program controller (i) obtaining information from the agate data portion and user profiling member, including creating and obtaining the psychographic  
20 profile of the user and (ii) generating and displaying appropriate screen views to the user based on the created psychographic profile of the user.

2. A computer program as claimed in Claim 1 wherein the agate information provided by the agate data <sup>assembly</sup> ~~portion~~  
includes at least one of stock and market data,  
25 theater and television schedules, sports statistics, weather information, travel information and Directory information.

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3. A computer program as claimed in Claim 1 wherein:

the user profiling member records format preferences of users with respect to presentation of certain agate information, the format preferences including color schemes, text size and shapes; and

in response, the data <sup>assembly</sup> ~~portion~~ provides agate information for display to a user (a) in a manner customized according to the format preferences of the user and (b) having contents corresponding to the psychographic profile of the user.

4. A computer program as claimed in Claim 3, wherein the user profiling member further records demographic information of the user such that demographic profiles of users are provided and the data <sup>assembly</sup> ~~portion~~ further enables display of agate information to a user according to demographic profile of the user.

5. A computer program as claimed in Claim 1 further comprising an advertisement module for storing advertisements and respective indications of target audience profile of each advertisement;

the program controller further obtaining information from the advertisement module to generate and display appropriate screen views to the user based on the psychographic profile created through the user profiling member.

6. A computer program as claimed in Claim 5 wherein the user profiling member further provides demographic information about each user; and

5 for each advertisement, the program controller transmits the advertisement for display with the agate information to users having a psychographic profile and a demographic profile substantially matching the target profile of the advertisement to provide targeted marketing.

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10 7. A computer program as claimed in Claim 5 wherein the advertisement module further records history of users viewing the advertisements, including for each advertisement, at least one of (i) number of times viewed by a user, (ii) number of times selected for  
15 further information, and (iii) number of times a purchase was obtained through the advertisement.

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8. A computer program as claimed in Claim 7 further comprising a subroutine coupled to the advertising module for performing a regression analysis on the  
20 history of users viewing the advertisements, and therefrom the subroutine refining the advertisement target profiles of desired users to whom to display the advertisements.

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10 9. A computer program as claimed in Claim 5 wherein at least one of the agate data, <sup>assembly</sup> ~~portion~~, the user  
25 profiling member and the advertisement module are formed by object-oriented programming techniques.

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In a computer network formed of a communication channel and a plurality of digital processors coupled to the communication channel for communication thereon, computer apparatus for initially creating a psychographic profile of a user comprising:

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a data assembly for providing and supporting display of agate information to users of the computer network, in response to a user request the data assembly transmitting requested agate information across the communication channel to one of the digital processors for display of the requested agate information and viewing by the user; and

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a tracking and profiling member responsive to the data assembly, in response to a user request for agate information, the tracking and profiling member recording indications of physical activity by the user at least during viewing of the displayed requested agate information, said physical activity being with respect to the displayed requested agate information and including user response to the displayed requested agate information, such that said recorded indications of physical activity by the user generates a psychographic profile of the user.

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